



SE WASHINGTON
ECONOMIC DEVELOPMENT
ASSOCIATION
SEWEDA

2017

Annual Report

For

Asotin, Columbia, Garfield, and
Whitman Counties

Southeast Washington Economic Development Association

2017 Annual Report

Overview

The Southeast Washington Economic Development Association (SEWEDA) was incorporated in 1985 in Idaho as the Clearwater Economic Development Association, an association of four Washington State Counties with five Idaho State Counties. After separating into two Federal Economic Development Districts in 1993, the Washington District was renamed the Palouse Economic Development Council.

The Palouse Economic Development Council (PEDC) subsequently added four Managing Director positions in fulfillment of Governor Booth Gardner's creation of a network of associate economic development organizations (or ADOs) throughout the State. The PEDC name was changed to SEWEDA in 2008 to more accurately describe the organization's place and role in the Southeast Region of Washington State. At the same time, the SEWEDA office was moved from Colfax to Clarkston, Washington near the geographic center of the District.

SEWEDA currently receives funding from three sources - the Washington State Department of Commerce (WSDOC), the US Economic Development Administration (EDA), and membership dues from local public and private sources. SEWEDA also derives income from contracts and grants that the organization sources for specific programs.

The Southeast Washington Economic Development Association

The Southeast Washington Economic Development Association is governed by a Board of Directors made up of representatives from the public and private sectors within the four counties served by the association. The Board manages the association's business through a committee structure, and through staff guided by an Executive Director. The association serves a dual role in that it is a Federal Economic Development District as defined by the US Economic Development Administration. The other role is as the Associate Development Organization in the four Southeastern Counties for the State of Washington's local economic development programs administered through the Department of Commerce, in partnership with the County Commissions of each of the four Counties.

The regional services provided by SEWEDA are provided through the Director and an Administrative Assistant, and funded through the EDA Planning Grant. The Managing Directors in each County act as the association's local points of contact, tying the delivery of services to the communities and businesses in each County with the appropriate State and local resources.

Each SEWEDA County Managing Director's salary and operating budget is funded in part by a grant from the Washington State Department of Commerce to SEWEDA, and the Managing Directors rely on added support from members and county governments within the SEWEDA region. SEWEDA is a 501(c)3 Non-Profit Organization.



SEWEDA's mission is:

"To promote economic vitality by creating jobs and building wealth through innovation and entrepreneurship, through business support and community development, while preserving the culture and environment of the region."

2017

SEWEDA Board of Directors

As of 1/30/17

Officers	Dean Kinzer, Whitman County Commissioner Justin Dixon, Garfield County Commissioner Brian Shinn, Asotin County Commissioner Larry Scoggins, Port of Garfield County	President President Vice Secretary, Treasurer Ports Rep.
Columbia County	Craig George, Mayor, City of Dayton Norm Passmore, Garfield County Commissioner Scott Peters, Columbia REA	
Asotin County	Monika Lawrence, City of Clarkston Brian Shinn, Asotin County Commissioner Darrin Eberhardt, Wells Fargo Bank Chad Miltenberger, Dean WWCC Clarkston	
Garfield County	Justin Dixon, Garfield County Commissioner Tara Hodges, Obenlow Insurance/ Chamber	
Whitman County	Dean Kinzer, Whitman County Commissioner Pullman City Council Alexa Makhani, WSU Foundation	
Ports (Ex-Officio)	Wanda Keefer, Manager, Port of Clarkston Diana Ruchert, Manager, Port of Garfield Kristine Meyer, Commissioner, Port of Whitman Jennie Dickinson, Port of Columbia	

2017 Staff for SEWEDA

Staff for SEWEDA consisted of the Director and Bookkeeper representing the Economic Development District through the EDA Planning Grant, housed at the main office in Clarkston, WA. Each County has a 'Managing Director' to lead local economic development efforts from individual offices within their respective County.

SEWEDA Staff 2017

Director	Dawn Smith
Bookkeeper	Dawn Smith
Admin Assistant	Dovie Willey

Managing Directors

Asotin County	Dawn Smith
Columbia County	Jennie Dickinson
Garfield County	Jack Peasley
Whitman County	Sarah McKnight

The 2017 Year in Review

The calendar year 2017 was busy, with the following results achieved by SEWEDA on a Regional and on a Countywide basis:

The Southeast Washington Economic Development Association:

In 2017, the new Comprehensive Economic Development Strategy (CEDS) update was developed, with input from stakeholders added to the new sections regarding the Region's Economic Clusters and the integration the Strategy with the State's current Economic Development policies and plans. The new CEDS, a major project for the District, is undertaken once each five years with annual updates made yearly in between Strategy rewrites. The final document is a great resource for groups that wish to write grants and need definitive information on the region's economy. The original document is easily sourced through our website at: www.seweda.org

Regional Projects Include:

Support to the Palouse Knowledge Corridor's (PKC) 'Be the Entrepreneur' Bootcamp, which took place in June of 2017. The support to the PKC has placed SEWEDA at the heart of a collaborative effort to bring a foundational entrepreneur development program to life within the region. This is an important part of continuing to develop the 'entrepreneurial ecosystem' to continued development of new innovative business ventures within the region.

SEWEDA is a partner in the Northwest Intermountain Dream it Do it Council and the Annual Dream it Do it Youth Conference held in March each year. The Council takes a role in forging a strong and vital partnership between business, the workforce, and the workforce development community resulting in an entrepreneurial, market-driven, accountable and exceptional workforce investment system. The Youth Conference attracts the regions many High School students and counselors to be immersed in a one-day event to promote the regions opportunities in manufacturing, health care, skilled trades, high technology, construction, transportation, and tourism industries.

Other initiatives we were involved with:

- Continued support and participation with Walla Walla Community College for support with the new Workforce Development Center, opened the fall of 2017 on the WWCC campus in Clarkston.
- Support to retail business entrepreneurship in Pomeroy, and recruitment efforts on behalf of the Port of Garfield to fill vacant industrial space.

In the private sector, several other projects we worked on include:

- Ongoing support to small businesses within each of the four Counties SEWEDA serves.
- Providing business workshops lunch and learns, cup of Joe, and office hours with professionals for startup and established businesses.

- Sponsoring and providing support to the Dream it Do it initiative to bring awareness to the jobs available in manufacturing, healthcare and tech industries. Hosted a Healthcare Forum for the regions stakeholders within the healthcare industry in August of 2017. This gave a voice to the many needs within healthcare and gave an opportunity for the stakeholders to network to help identify solutions.

Program Support

Major public sources of income for SEWEDA, and brief program descriptions are included for reference and program clarity. These organizations provide the basis that local partnerships and memberships are built.

US Department of Commerce Economic Development Administration (EDA)

SEWEDA contracts with the EDA to provide economic development services in the Southeast Washington region as a Federal Economic Development District. Through this contract, a Comprehensive Economic Development Strategy (CEDS) is developed for the region, and updated annually between complete rewrites of the region's strategy every five years. Through the strategy formation and through services, public and private organizations are able to access Federal resources to develop their programs and to address important community needs. In 2013, the five-year rewrite of the CEDS was completed. In 2017, the forth update to the CEDS was accomplished for the four-county District. The District also works as an organization that seeks partnerships and programs to **fulfill** The annual Scope of Work developed for the District.

State of Washington Associate Development Organization (ADO)

SEWEDA manages the State contracts for three counties for local economic development activities as an Associate Development Organization. Four key business development areas are identified in the contract that provide the basis for developing metrics to evaluate the services, being:

1. Marketing and recruitment activities.
- 2 Business retention and expansion activities.
- 3 Business assistance.
- 4 Readiness and capacity building.

Individual programs are written for each County, and the accomplishments achieved through the year are reported back to the State and Legislature. Each County Managing Director prepares quarterly reports of activities accomplished, and are measured against the contracted deliverables established annually.

Local and Private Member Support

The following organizations and public agencies were critical to the success of SEWEDA in 2017:

Port of Garfield	Shepherd Foundation	TDH Engineering
Umpqua Bank	Community Bank	City of Palouse
City of Asotin	Shinn-Reimers Satellite Ctr.	Town of Colton
Asotin County	Columbia REA	Town of Endicott
Whitman County	Puget Sound Energy	Town of Farmington
Washington Trust Co.	WSU Foundation	Town of Garfield
City of Clarkston	Columbia Bank	Town of Oakesdale
Town of Albion	City of Pullman	Town of Rosalia
Columbia County	Garfield County	Town of Tekoa
Port of Clarkston	Port of Columbia	Town of Uniontown
Port of Whitman County	Walla Walla Community College	Town of StJohn

Regional Business Activity Highlights 2017

<p><u>Recruitment Activities</u></p> <p>41 Business contacts initiated</p> <p>9 Collaborative Recruitment Activities</p> <p>3 Site Selector / Trade Show Events</p>	<p><u>Business Retention and Expansion</u></p> <p>57 Outreach interactions</p> <p>53 Local assistance cases</p> <p>43 Businesses referred for assistance</p>
<p><u>Business Start-Up Assistance</u></p> <p>91 Start-ups requesting assistance</p> <p>52 Workshops</p> <p>202 Referrals to Resources</p>	<p><u>Readiness and Capacity/Asset Building</u></p> <p>115 Engagements with other organizations</p> <p>32 Community forums sponsored</p> <p>23 Collaborations to build capacity</p>

Selected 2017 Economic Development Projects

- Co-sponsors with Avista, and the Whitman County Commission for the Whitman County Mayors/elected officials' roundtable. This forum is gaining recognition as an excellent venue to increase interdependence and cooperation between governments for advancing common goals.
- Continued active participation and support of the Palouse Knowledge Corridor, an important collaboration across State lines to enhance regional cooperation in economic development, promote a common branding of the area, and transfer the intellectual property achievements from the public to the private sector for commercialization.
- Continued active support and leadership in the economic development steering committee within Columbia County, a countywide collaborative dedicated to integrating the CEDS planning process with community asset building.
- Initiated advisory groups within Garfield, Asotin, and Whitman counties for support of the Managing Directors, and for increase communications and program support.
- Continued supporting the "Dream it Do it" marketing efforts in the Nez Perce/Asotin/Garfield/Whitman County region for manufacturing, healthcare, and technology workforce development and marketing. Sponsored and participated in the first "Dream it, Do it" Youth Conference in March 2017 to bring awareness of manufacturing, technology and healthcare opportunities within this region, to the regions high schools and counselors.
- Continued participation in the Regional Workforce Development Council, Legislation Committee, Rural Job Task Force Committee, and Washington Economic Development Assoc., Washington Dept. of Commerce Best Practices, and American Manufacturing Network.
- Established Economic Forum Group in Garfield County to address the economic needs in business recruitment, housing shortage, and infrastructure. The group has grown and has support from the Port of Garfield and the Shepherd Foundation.
- Committee member of the Association of Washington Business Rural Jobs Task Force. The first Rural Jobs Summit for the rural areas within Washington State was held in September 2017 in Moses Lake. Focus for infrastructure and incentives to attract business and workforce are being addressed.
- Continue to promote the region with the wine and viticulture industry. The region retained an AVA status in 2017. The Lewis Clark Wine Alliance has been formed and membership established. Marketing of the wineries and vineyards in the region are making gains in the tourism industry.

Staff - Memberships on Boards of Directors and Committees

Director/Asotin County Managing Director — Dawn Smith

Member, Washington Association of Economic Development Districts
Member, American Manufacturing Network Inc.
Member, LC Valley Chamber of Commerce Legislative Committee
Member Community Development Committee, City of Clarkston
Member Confluence Waterfront Coalition
Member Riverfest committee
Member Dream it Do it Workforce Development Council
Member Dream it Do it Initiative
Member Lewis Clark Valley Business Service Team
Member AVA Lewis Clark Valley Wine Alliance
Member Lewis Clark Valley Chamber

Garfield County Managing Director –Jack Peasley

Member, Garfield County Fair Committee Member
Member, Pomeroy Chamber of Commerce Board
Member, Community Planning Task Force Business and Services Committee
Member, Garfield County SEWEDA Board
Member, Garfield County Economic Strategy Forum

Whitman County Managing Director – Sarah McKnight

Co-Chairman, Whitman County Mayor's Roundtable Committee
Board Member, Palouse Knowledge Corridor
Member, Whitman County Scenic By-ways Committee
Member, Palouse-Clearwater Food Cooperative
Member, Pullman Chamber of Commerce
Member, Colfax Chamber of Commerce

Columbia County Managing Director – Jennie Dickinson

Member, Dayton Chamber of Commerce
Member, Dayton Downtown Task Force
Member, Economic Development Steering Committee
Port of Garfield, Manager

Recent Publications

Southeast Washington Economic Development Association:

2017 Comprehensive Economic Development Strategy

2016 Comprehensive Economic Development Strategy

2015 Comprehensive Economic Development Strategy

2014 Comprehensive Economic Development Strategy

2013 Comprehensive Economic Development Strategy

GPRA Report, completed annually